# ColorKeed

TRADE MARK

## HOMES FIRESIDE *and* GARDEN

# Speer Lumber & Supply Co.

**Formerly Fitzgerald-Speer Co.**

**Lumber—Millwork—Builders' Supplies—Upson Board—Sheetrock**

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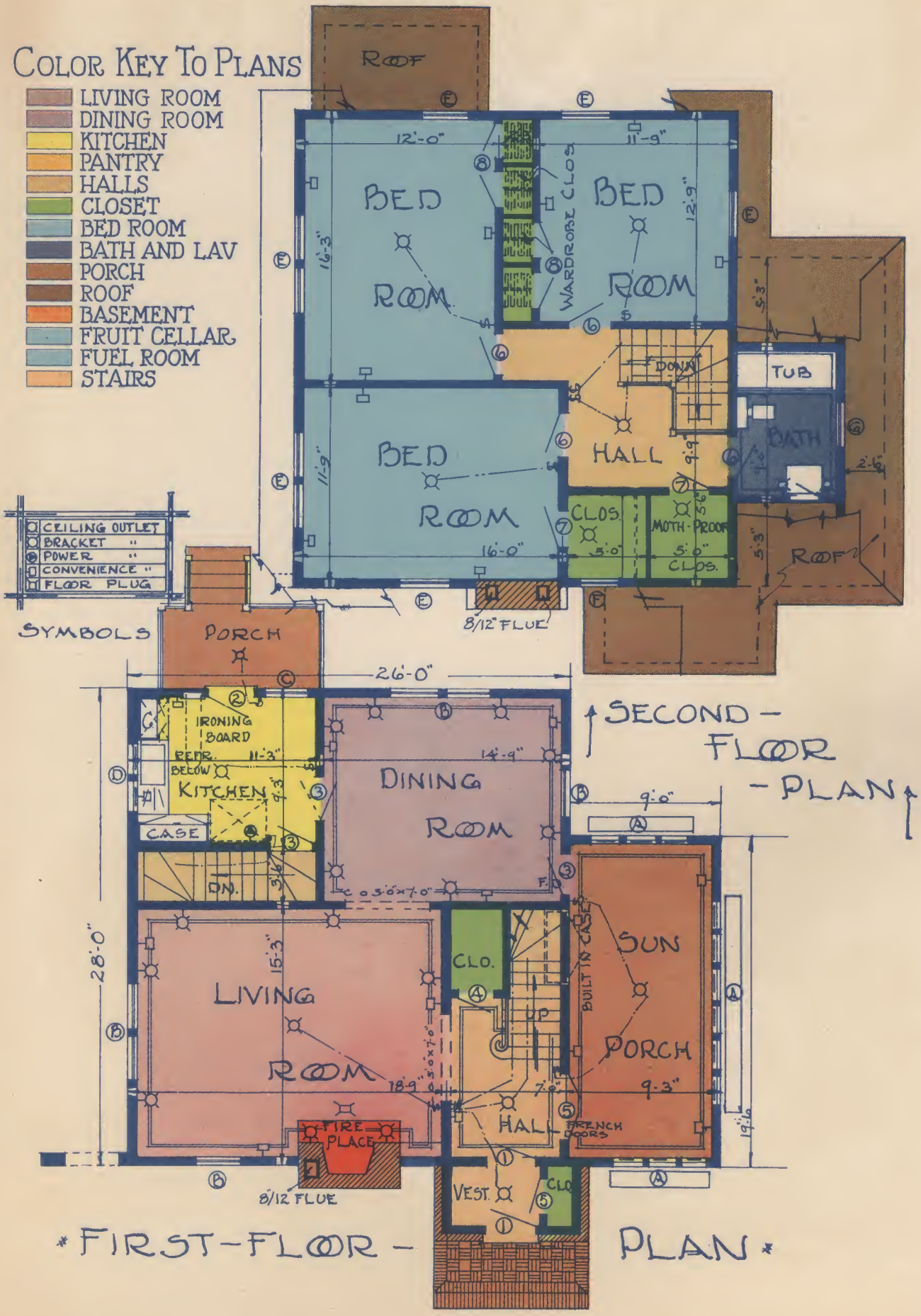
# Our Front Cover Home Design "The Moreland"



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Pat. March 15, 1921, and Sept. 30, 1924.
ColorKeed Plan Patented April 19, 1927.

# ColorKeeD HOME PLANS

**TRADE MARK**
Registered in U. S. Patent Office.

## *"Smart Builders Choose Smart ColorKeeD Designs for Their Model or Demonstration Homes"*

*—Wm. A. Radford*

THE smart home design is the thing today, just as in clothes or automobiles. It is the smart modish line which wins approval and makes quick sales.

Old fashioned ideas have gone into the discard and the commonplace, unattractive home design finds very little market with modern folks.

Homes do not have to be large to command attention; in fact, the tendency is distinctly in the other direction. It is the small home of five or six fairly good sized rooms, well constructed and equipped with all modern home keeping conveniences, that finds the largest demand.

Quality features must be built in and these do add to the cost; so that, as a general thing, the home of medium size costs as much as the very large dwellings of a generation ago. However, it is much cheaper and requires much less housekeeping labor to live in, to heat and to maintain these smaller, more efficient homes.

While good construction costs money (and is worth it) it has often been demonstrated that good architectural design costs no more. In fact, it may be actually less costly than the poorly designed but over-ornamented house.

Our ColorKeeD home designs are selected for their architectural charm and their practical, convenient arrangement. Architects and home builders are gaining inspiration from these designs and many merchant-builders and realtors are finding among these designs their best selling homes.

# *The* MAPLECREST

## Distinctive English Design with ColorKeeD Floor Plans on Page Opposite

THE specially designed home of larger size offers an opportunity for striking architectural treatment not usually possible in the smaller home that is built for sale.

"The Maplecrest" is an example of English motifs combined in a most happy way. Grey stucco with a flash of red brickwork and a red roof, dark green timbering in the style of Stratford-on-Avon, casement windows and green painted trim make of this a rare picture.

The broad side of the design faces the street, the effect of width being accented by the way the main roof is brought down over the covered driveway. The open terrace across the front is a pleasing feature which does not hide the details of the facade or darken the front rooms as was so often the case when large covered porches were the style.

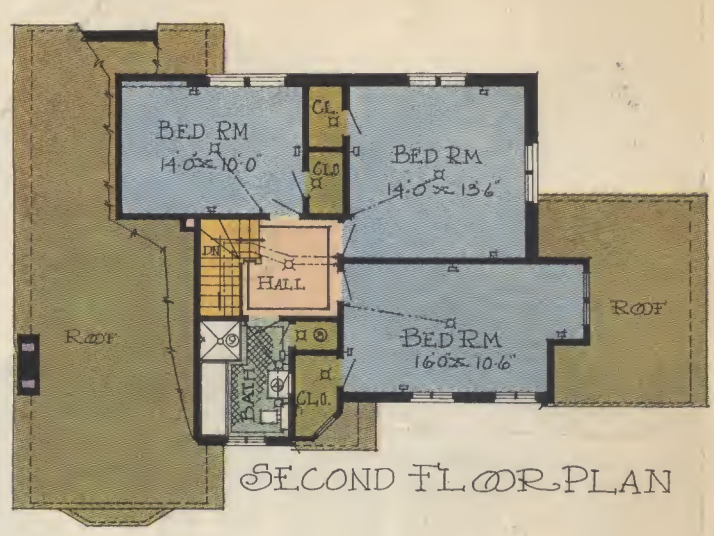
On the first floor in addition to the expected rooms there is a library and a maid's room with connecting bath. On the second floor are three large bedrooms.

The basement in this house is developed in a very interesting way with the heating plant and fuel room tucked away in a back corner, while the best part of the basement is developed as a billiard or play room; with a large open space remaining for the laundry. The fruit cellar is distant from the heating plant and is partitioned off with a masonry wall, assuring good cold storage.

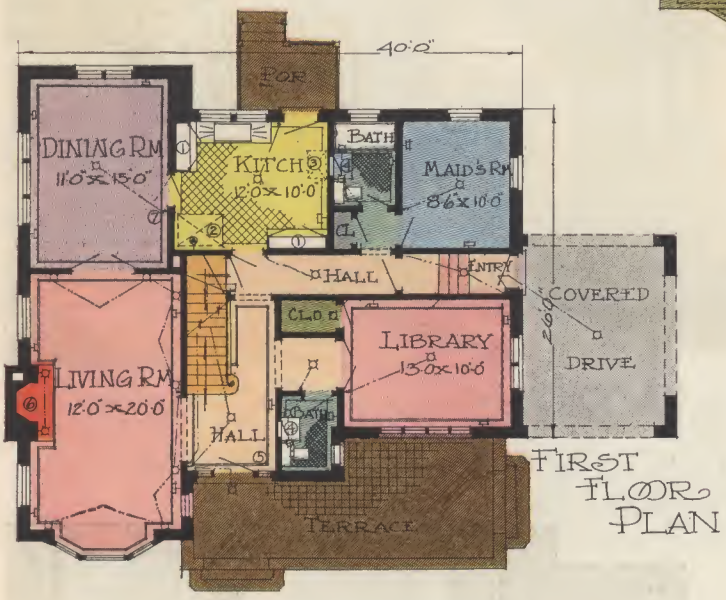
The basement equipment is very important in this and in all of the other ColorKeeD designs. This equipment is indicated by the small numbered circles on the plans and these numbers are explained in the "Key to Equipment" which follows.

# Floor Plans of "*The* MAPLECREST"

Study these items and become thoroughly familiar with them so that in all of your home planning these approved items will be provided for. Some are built in when the house is put up, others can be added later; but the important thing is to provide for them on the plans so that when wanted there is a place for them.




SECOND FLOOR PLAN




FIRST FLOOR PLAN

## Key to Equipment

1. Kitchen Cabinet
2. Gas or Electric Range
3. Gas or Electric Refrigerator
4. Medicine Cabinet
5. Built-in Mail Box
6. Fireplace Throat and Damper
7. Thermostat
8. Linen Closet
9. Shower Cabinet
10. Laundry Tubs
11. Clothes Drier
12. Laundry Stove
13. Ironing Machine
14. Washing Machine
15. Electric Panel Board
16. Fuel Chute
17. Heating Plant
18. Automatic Water Heater
19. Water Softener
20. Fruit Cellar

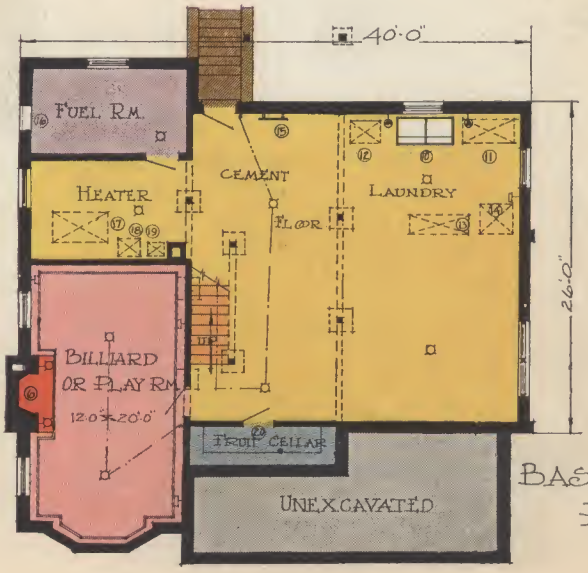
Weatherstrips
Storm Sash
Screens
Lighting Fixtures
Convenience Outlets
Water Supply System
Radiant Gas Heaters
Casement Windows
Dishwashing Sink
Automatic Cellar Drainer
Oil Burner

## KEY TO ELECTRICAL SYMBOLS

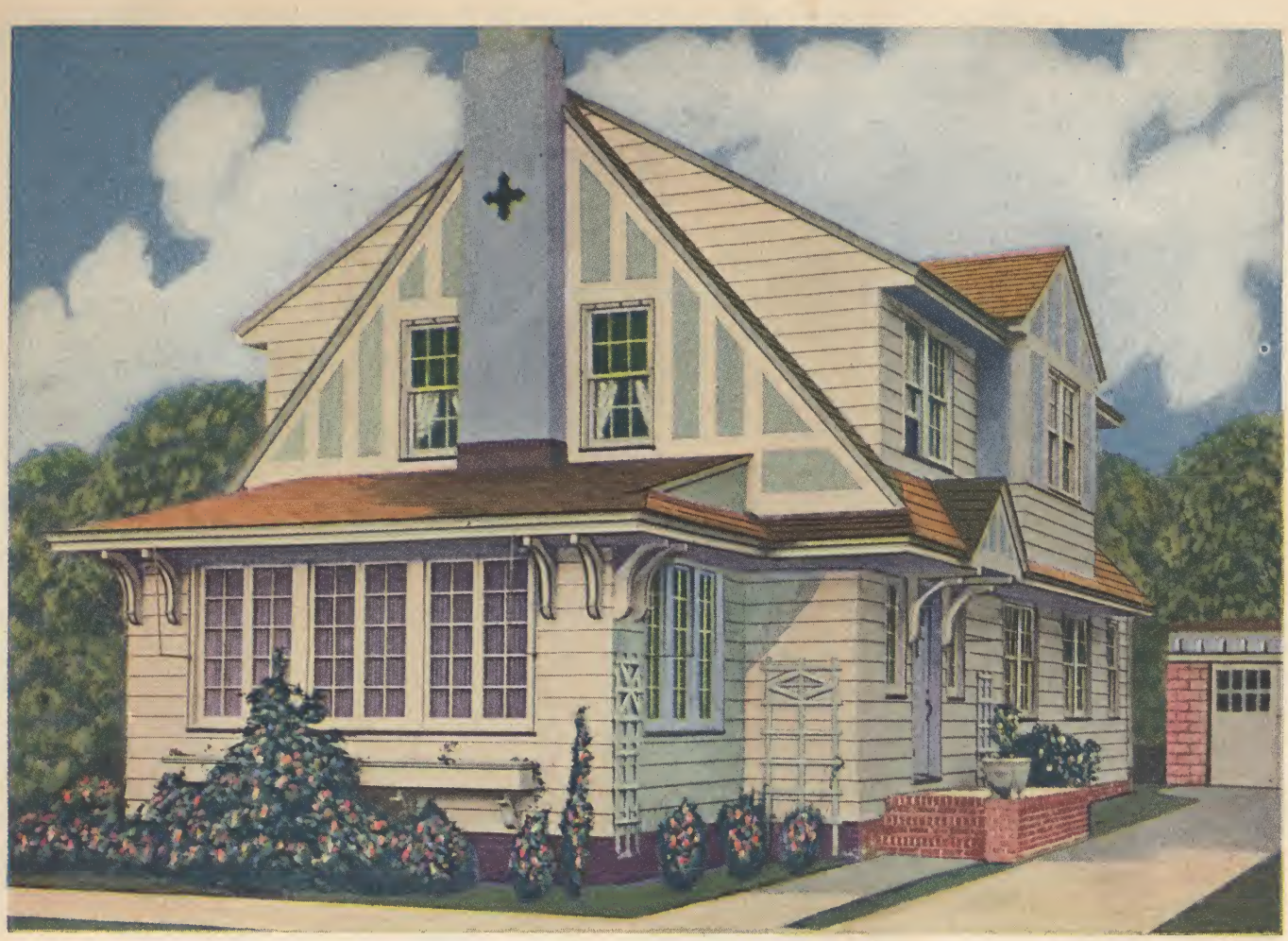
CEILING OUTLET — FLOOR RECEPTACLE
BRACKET OUTLET — SPECIAL OUTLET
CONVENIENCE OUTLET — SWITCH

COLORKEED HOME PLANS
TRADE MARK

- Living Room
- Dining Room
- Kitchen
- Pantry
- Halls
- Closet
- Bed Room
- Bath and Lav.
- Porch
- Roof
- Basement
- Fruit Cellar
- Fuel Room
- Stairs




BASEMENT PLAN

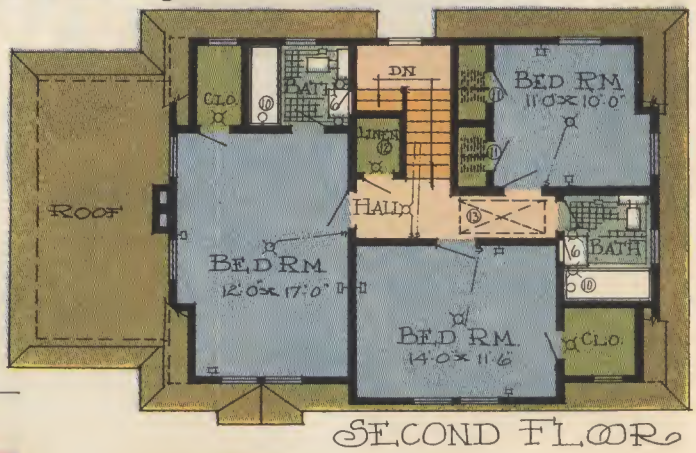


# *The* MARATHON

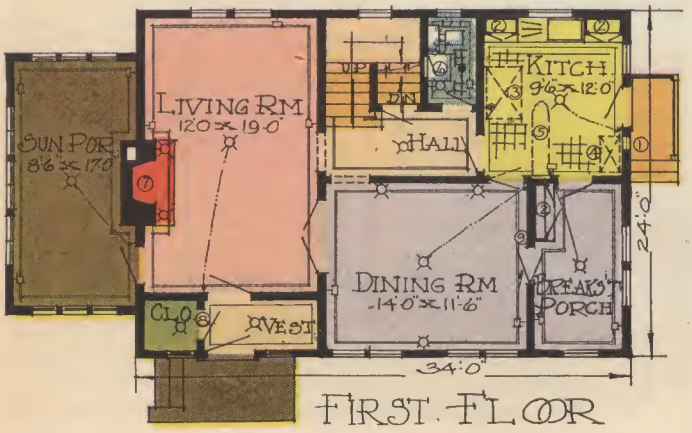
HERE is a pretty little Colonial home 24 x 34 feet, containing seven rooms, two baths and lavatory. The big sun porch at the front and the breakfast porch opening both from the kitchen and the dining room are special features of this design.

ColorKeed Home Plans
TRADE MARK

- Living Room
- Dining Room
- Kitchen
- Pantry
- Halls
- Closet
- Bed Room
- Bath and Lav.
- Porch
- Roof




SECOND FLOOR



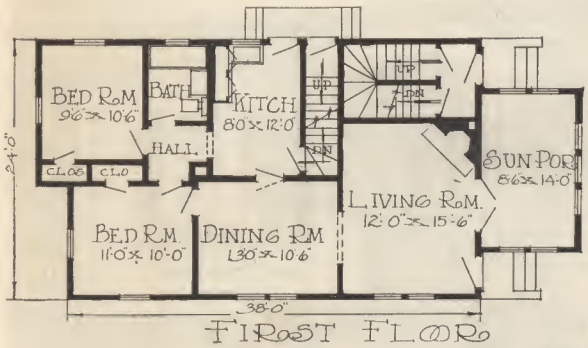

FIRST FLOOR

## Key to Equipment

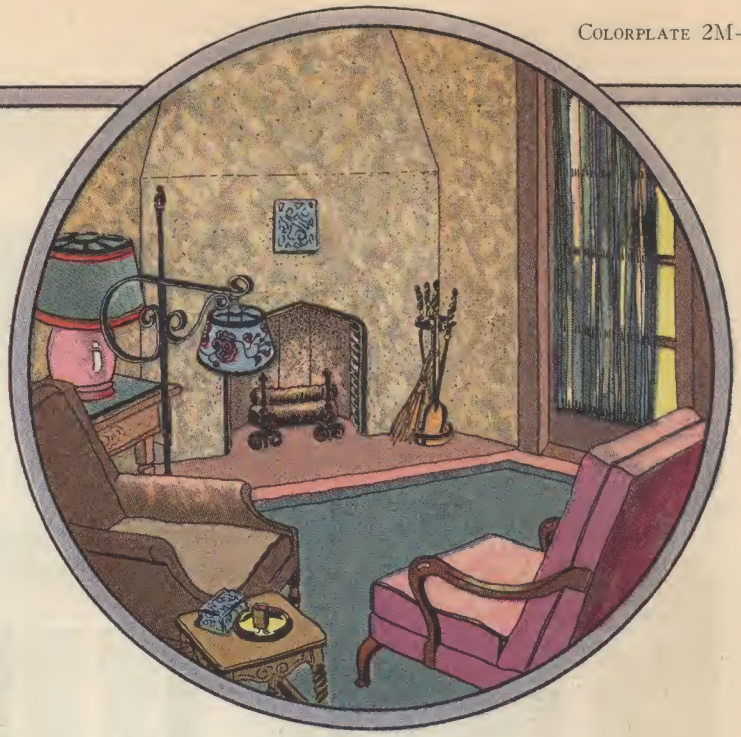
1. Ventilating Fan
2. Kitchen Cabinets
3. Range
4. Refrigerator
5. Ironing Board
6. Medicine Case
7. Fireplace Throat and Damper
8. Moth Proof Closet
9. Thermostat
10. Tub Shower
11. Efficiency Wardrobes
12. Linen Closet
13. Disappearing Stairs

Weatherstrips
Storm Sash
Screens
Lighting Fixtures
Convenience Outlets
Electric Panel
Washing Machine
Clothes Drier
Coal Chute
Heating Plant
Oil Burner
Water Supply System
Hot Water Supply
Water Softener
Radiant Gas Heaters
Casement Windows
Dishwashing Sink
Automatic Cellar Drainer

SECOND FLOOR



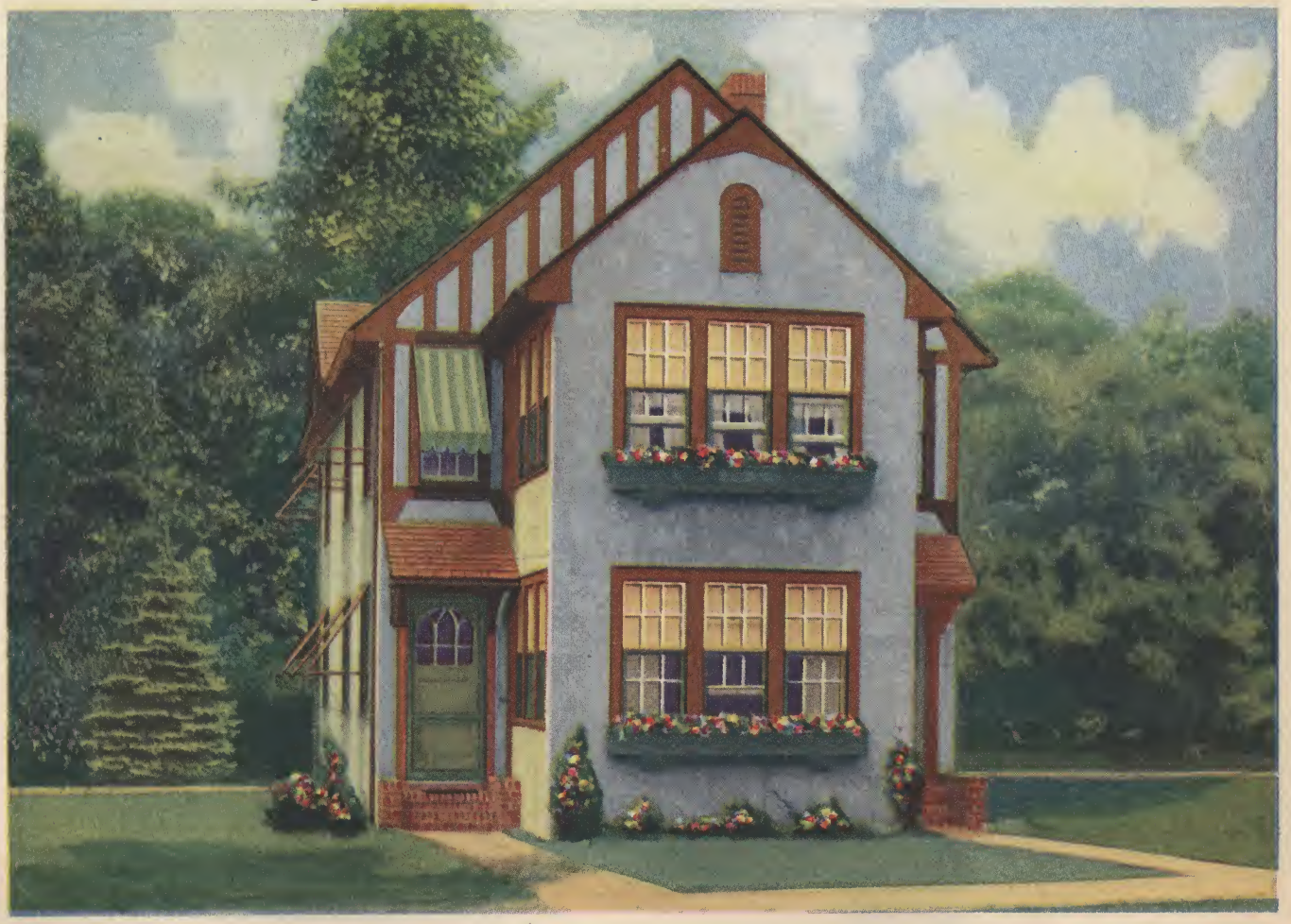

FIROST FLOOR



*The corner fireplace in each of the living rooms is a well liked feature.*

# *The* MARLIN

A TWO-FAMILY house, five rooms, sun parlor and bath on each floor and with entrances separated, one for each apartment. This is a very practical narrow lot design, measuring only 24 feet in width. Wood panelling in the front entrance breaks up the stucco and produces an attractive design.

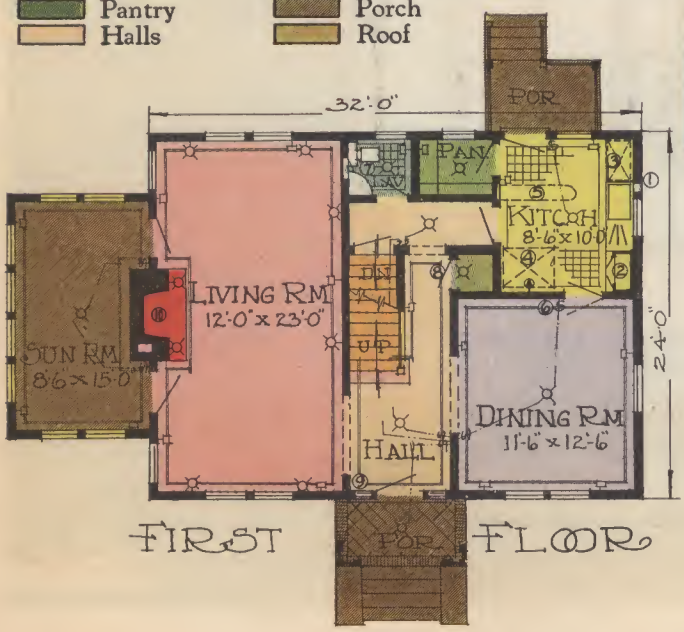


# *The* MARSTON

An eight-room Dutch Colonial design measuring 24 x 32 feet, perfect in its details. Lampland Lumber Company, Architects.

ColorKeed Home Plans
TRADE MARK

- Living Room
- Dining Room
- Kitchen
- Pantry
- Halls
- Closet
- Bed Room
- Bath and Lav.
- Porch
- Roof



## Key to Equipment

1. Kitchen Ventilating Fan
2. Kitchen Cabinet
3. Refrigerator
4. Gas or Electric Range
5. Ironing Board
6. Thermostat
7. Medicine Case
8. Mirror Door
9. Built-in Mail Box
10. Fireplace Throat and Damper
11. Efficiency Wardrobe
12. Disappearing Stairs
13. Tub Shower

Weatherstrips
Storm Sash
Screens
Lighting Fixtures
Convenience Outlets
Electric Panel
Washing Machine
Clothes Drier
Coal Chute
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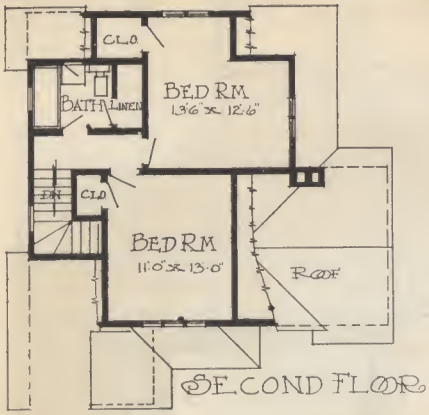
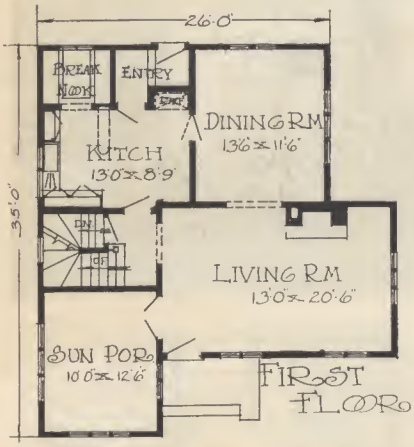
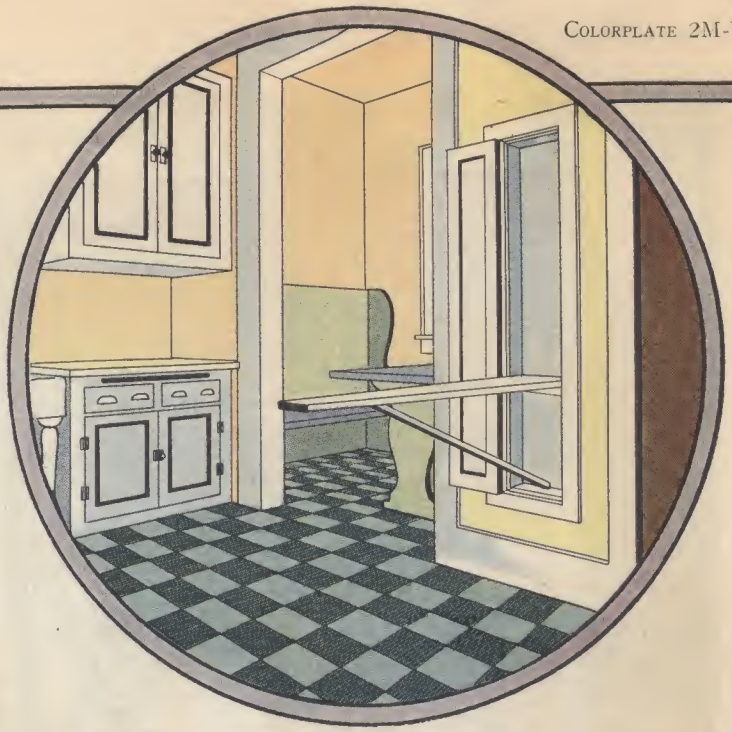
Oil Burner
Water Supply System
Hot Water Supply
Water Softener
Radiant Gas Heaters
Casement Windows
Dishwashing Sink
Automatic Cellar Drainer

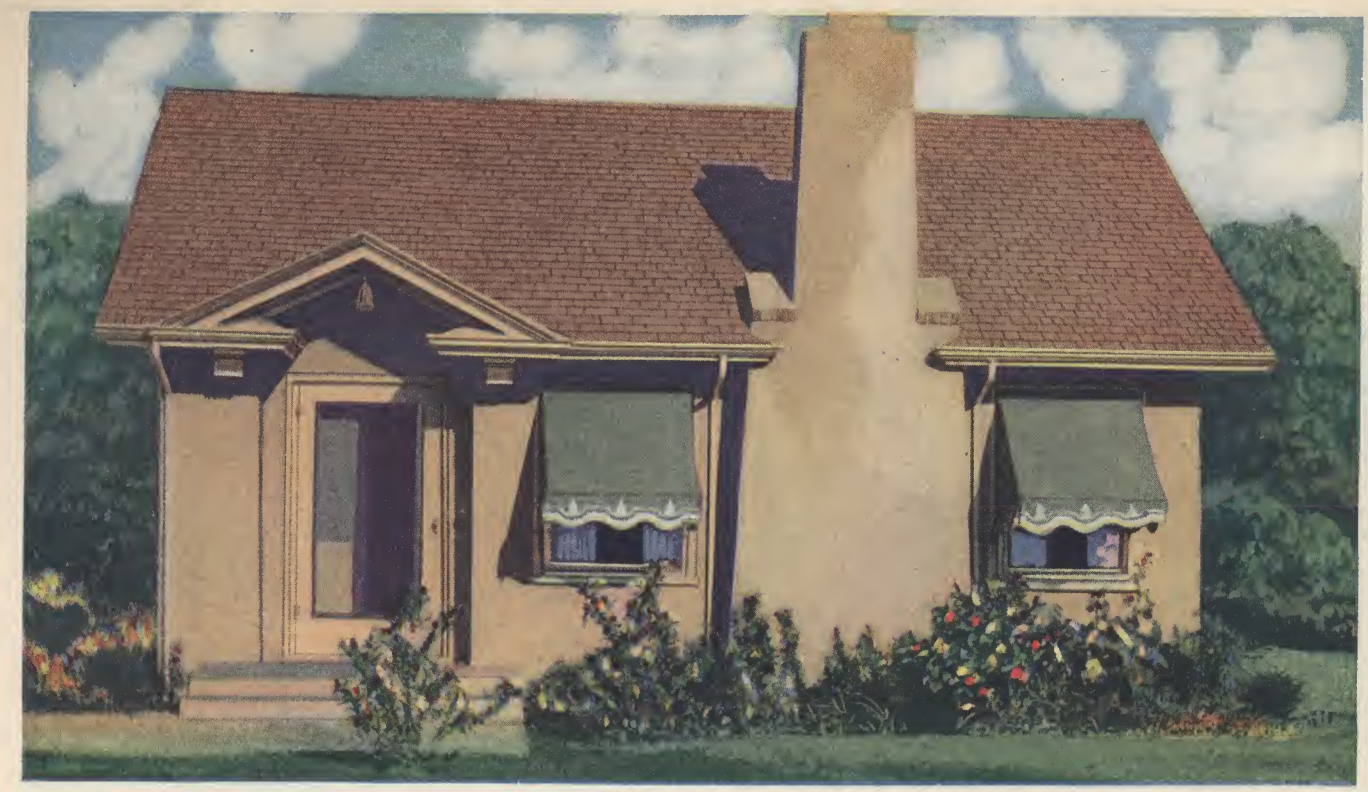


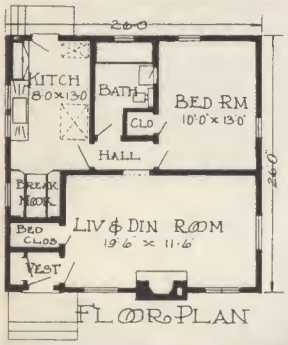



# *The* MARTINDALE

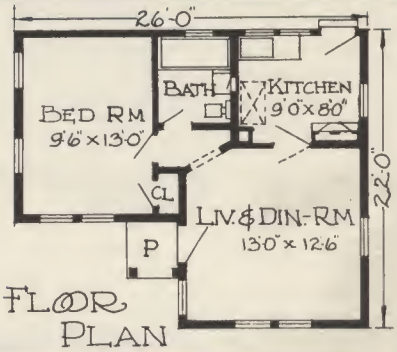
HERE is a quaint English design in stucco featuring large casement windows in groups. The arrangement inside is unusual and very interesting. The sun porch opens out of the living room but is practically a separate room. The stair hall is cleverly shielded and the dining room, kitchen, breakfast nook group at the back is compactly arranged. Upstairs are two large bedrooms and bath. The color sketch above shows a corner of the kitchen with its step saving conveniences.





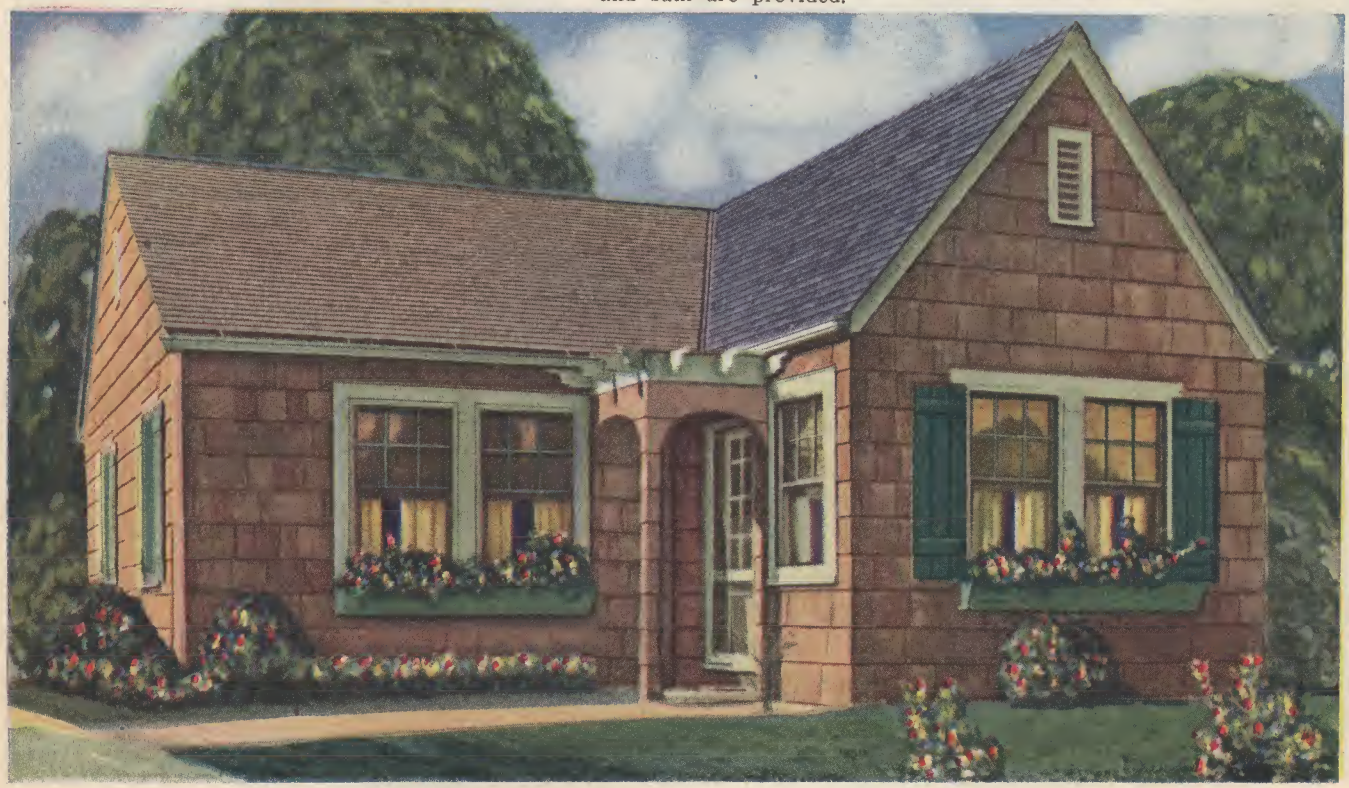

## *The* MASCOT

ABOVE and to the left is a charming little three-room doll house 26 feet square. Three rooms with five-room efficiency.




## *The* MAYWOOD

BELOW and to the right is a small house gem in the form of an L. Three rooms and bath are provided.



# *Furnishing a* Man's Room

*By* CLARE GRANGE

USUALLY, when mention is made of a man's room, one's mind seems to instinctively visualize a room that otherwise would be but an extra, unused room and would, consequently, be filled with odds and ends that no longer were suitable for use in the living room or the library. For example, leather chairs that are out of vogue, or huge, bulky book cases that take up too much room elsewhere. This evidently *was* the state of affairs in the past for how, otherwise, would we have this idea?

The popular "bachelor" quarters or modern apartment, has had much to do with the revision of this thought, and it is now quite the usual thing to find the average man's room very interesting as well as attractive.

A man's room, whether it be a sleeping chamber, or a sitting room, will have a certain amount of dignity, provided that it is furnished properly. The furniture is rather massive, as a rule, with heavily textured fabrics for coverings and hangings. (This plan of decoration is quite necessary in order to achieve the desired individual mannish atmosphere of substantial comfort and restfulness.)

The popular composition texture walls are exceptionally good as a background for working out a man's room. Furniture that is massive as well as tapestries and hand wrought iron pieces work in splendidly against such a wall. An unusually masculine grouping of this kind is shown here, where a fine hand-blocked tapestry is used to furnish the center of interest. Grouped around it are a comfortable English reading chair with the stool, and a low antique oak stand, holding books and smoking accessories. The wrought iron table with a

*An interesting corner with an old Saxon hand-blocked tapestry as the center of interest.*

*Dignified and restful—an excellent example of a man's sitting room.*

Spanish tooled-leather top holds a student lamp made of rustic, antique iron. The Spanish folding chair in antique oak, also has a tooled leather seat and back rest. A rather formal feeling is produced in this setting, but nevertheless it would make an excellent corner in a man's living room or library.

In doing such a room as we have illustrated on this page, one should be able to visualize it in all its harmonious completeness. This brings us again to the question of backgrounds and the importance of using the right color in the right place. Of course any room involves the possibility of either good or bad architecture and for this reason the scheme of the new ensemble must necessarily be worked out from the wall background as a beginning.

The sitting or living room illustrated is a fine example of a man's room done in rich and elegant colorings with massive and comfortable furniture. It reflects a great deal of dignity and beauty. The heavily textured walls, painted in an antique green, make a splendid background for these masculine-like accessories and furnishings. The rug is a rich Oriental and the chairs and sofa are all comfortable, yet at the same time, well proportioned and graceful. A hand-loom tapestry has been used for the furniture coverings, as well as friezes and very appropriately plain, mannish repps. Books and accessories help a great deal in making this room liveable. The hand carved cabinet would indeed prove to be a real asset to the room just described, both as to beauty and utility. It is constructed of antique oak, and richly carved.

*A masculine-like cabinet of antique oak, hand-carved.*

Another subject of vital im-

portance to the complete success of any room is its lighting. How few people realize that the comfort of a room depends greatly upon the proper arrangement of lampshades and lighting fixtures! Softly shaded lamps placed with groupings, where they are most useable, give sufficient light for the average sized room. This arrangement is really much more restful than a light placed overhead which is apt to be either too glaring, or too dull. Especially in a man's room, where reading light is so necessary, should this problem be carefully and thoroughly worked out.

Books, oh let us have plenty of books in our man's room! See to it that the book-shelves are placed where they are easily accessible. Shelves may be worked into the architectural plans of the room. Small and individual book cases and shelves for a man's room can be procured in any decorating shop or studio. They may be had in various types—some of natural woods and others decorated or painted in colors, and all very handsome.

Another illustration shows the corner of a man's study, filled with beautiful pieces which have been adapted to the particular needs of its owner. This room also has the popular texture wall with an interesting recessed nook or niche, which may be used either for books or objects of art. A Spanish style room is evident. A very handsome and utilitarian piece of furniture is the flat-top desk. The graceful torchiere used for lighting, with an old map simply and tastefully framed, and a small, old ship model, complete this artistically balanced arrangement.

*This handsome Spanish Cabinet Desk has an interior of many drawers and pigeon holes.*

*Good looking, as well as thoroughly practical, is the flat top desk.*

*A nest of tables (below) is always a useful piece for any room.*

Another desk, the design of Spanish origin in the treasure chest idea, is decorative when placed before a Crewel embroidered panel, slightly draped, as is shown in the picture. This desk has an interior of many drawers and pigeon holes—a type of desk preferred by many people to the flat top variety. The cabinet desk is very roomy.

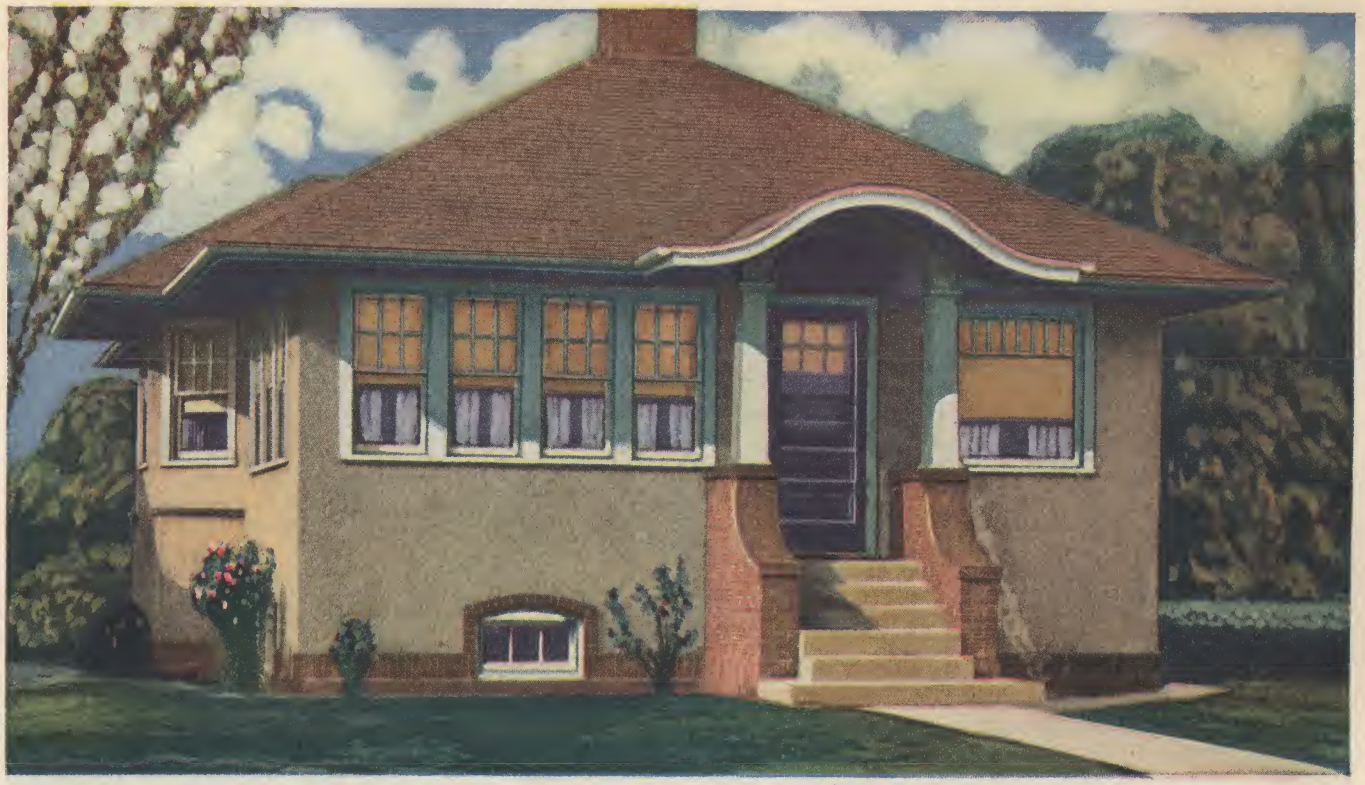
At the bottom of the page there is shown an ideal table

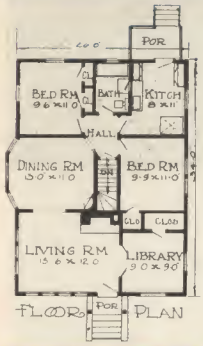
*The younger man's room—informally furnished—and hence producing a dominant feeling of comfort and relaxation.*

arrangement for the man who entertains frequently. This handsome nest of tables is of hand-carved oak and when in actual need, can produce five individual tables, suitable for serving an evening's refreshment.

To leave the more dignified and elaborate room for the older man, let us concentrate for a moment on the young man's room. Naturally it is much more informal and interesting in arrangement, as in the accompanying illustration. Here are odd pieces, comfortably and conveniently placed. The book cases are easily accessible and it is evident that practicability was utmost in the mind of the purchaser when the desk piece was selected. A small organ, painted green, lends atmosphere to the room, while the lamps, with shades in green and parchment, are placed so as to give real service.

More and more are the male members of the family becoming interested and taking pride in the decorative furnishings of their rooms, and very soon it will be quite unusual to find a man's room which fails to show a decorative scheme that is not well thought out, regardless of whether it is a sitting room, sleeping room or a study. Equally as much care should be given to the planning so that each room may express its individual atmosphere; the bedroom should be expressive of sleep and rest and the study, of quiet and comfort. Then—personal choice must be considered, as to whether the room is to be formal or informal in feeling, simple or elegant and whether colorful or somber.



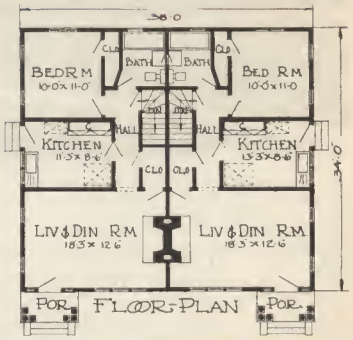


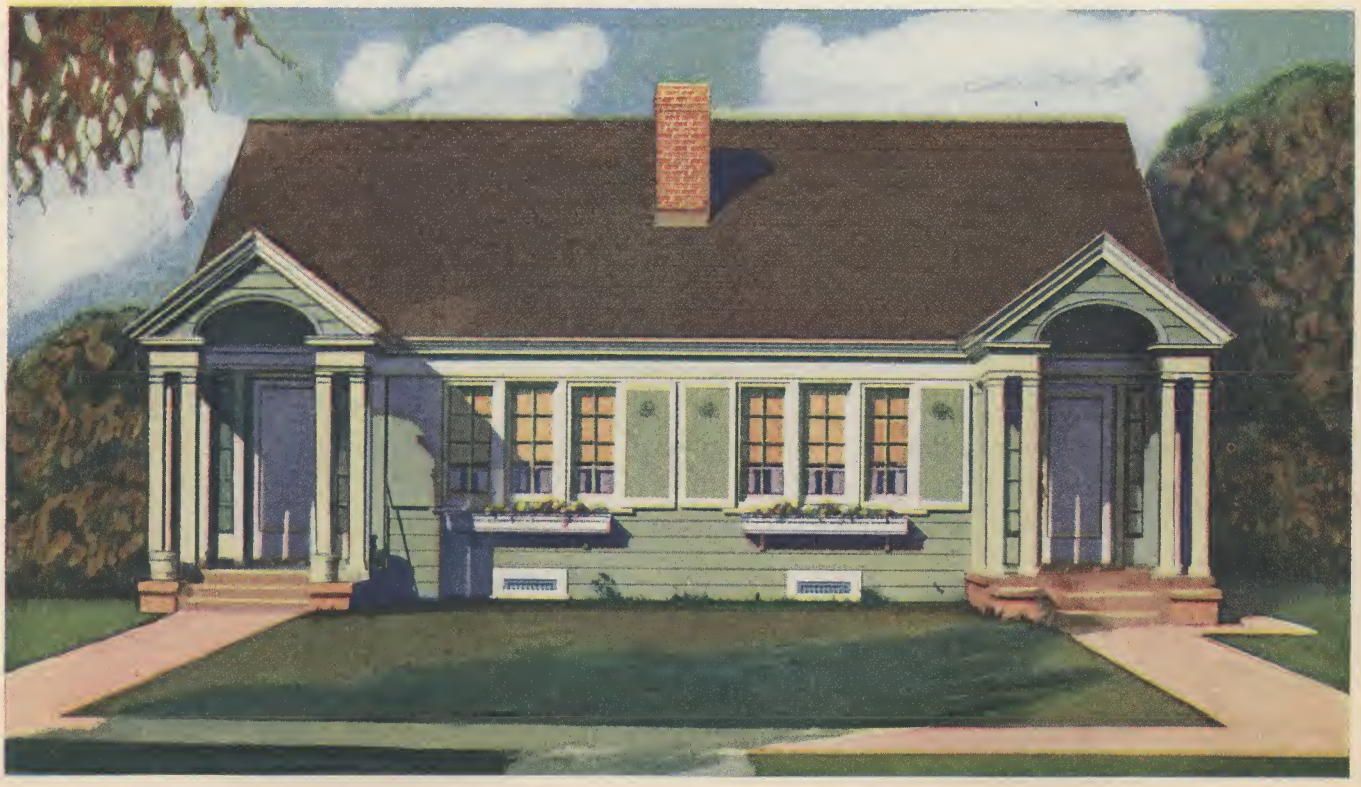

## *The* MEDINA

ABOVE and to the left is a six-room stucco house 26x34 feet. This is a lot of house at small cost.

## *The* MEMPHIS

BELOW and to the right is a double bungalow with three rooms and bath on each side. The exterior makes a charming appearance.



# *The* MERRILL

LARGER units in masonry are coming into use with the growing popularity of building tile of vitrified rough texture surface and of concrete units attractively colored with a facing impervious to the weather. This design makes use of this newer type building material and scores a success from the double count of good looks and economy.

The design itself is very simple with a high ceiling living room in the front wing while the two-story part measuring 22 x 28 feet contains dining room, kitchen, breakfast nook and downstairs bedroom while upstairs are two large bedrooms and bath.

The bright attractive color scheme is secured by the green shingles contrasting with the yellow red of the masonry units.

ColorKeed Home Plans
TRADE MARK

- Living Room
- Dining Room
- Kitchen
- Pantry
- Halls
- Closet
- Bed Room
- Bath and Lav.
- Porch
- Roof

## Key to Equipment

① Ventilating Fan
② Refrigerator
③ Kitchen Cabinet
④ Range
⑤ Breakfast Nook
⑥ Thermostat
⑦ Mirror Door
⑧ Fireplace Throat and Damper
⑨ Built-in Mail Box
⑩ Tub Shower
⑪ Medicine Case
Weatherstrips
Storm Sash
Screens
Lighting Fixtures
Convenience Outlets
Electric Panel
Washing Machine
Clothes Drier
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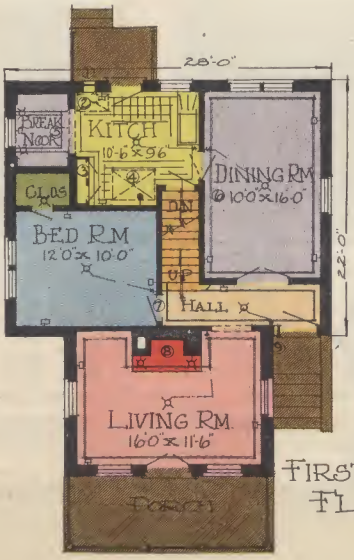
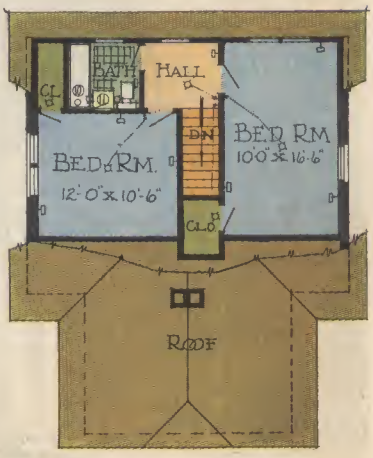
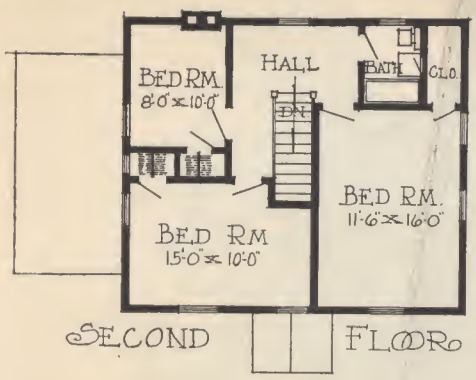
Water Softener
Radiant Gas Heaters
Casement Windows
Dishwashing Sink
Automatic Cellar Drainer

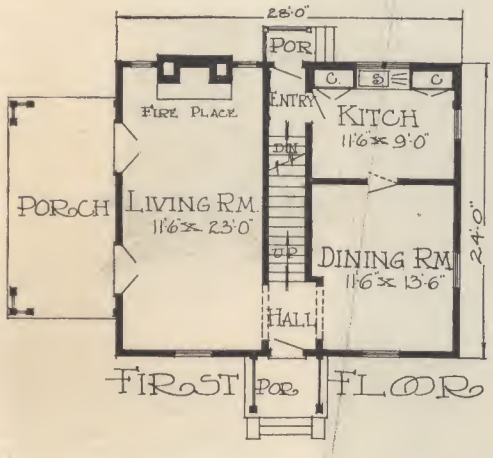



FIRST FLOOR




SECOND FLOOR



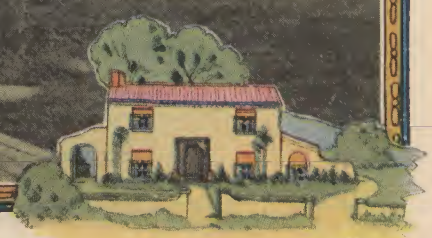
# *The* MIDLAND

THE straight gable Colonial design is always popular and always in good taste. Here is an example containing six rooms and bath, dimensions on the ground being 24x28 feet. The big porch opening through two sets of double doors out of the living room is screened in summer and protected by storm sash in the winter to make a delightful outdoor retreat.

The central stairhall with Colonial hand rail and stair treads in mahogany, all the rest of the trim being white enamel, is a regular feature of this type home, as illustrated above.

ENTRANCES are distinguished or commonplace according to the architecture that goes into them.

ENTRANCES are impressive suggesting worth, standing and stability.

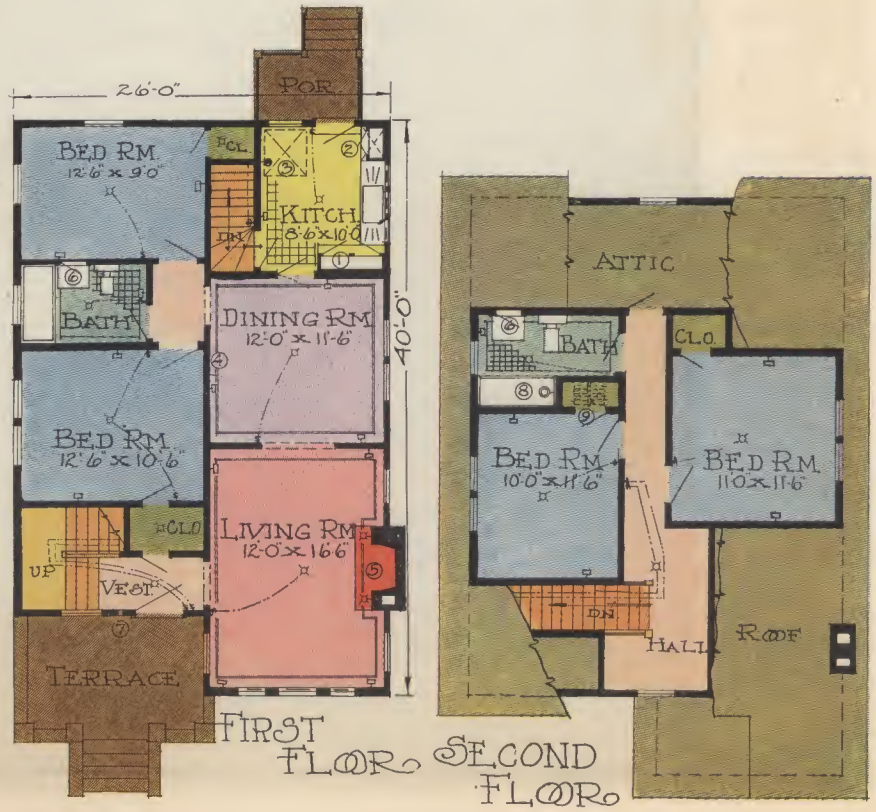


# *The* MOHAWK

HERE we present a comfortable story-and-a-half bungalow, five rooms and bath on the main floor and two rooms and bath upstairs; a surprising amount of livable space making a home 26 x 40 feet.

ColorKeed Home Plans
TRADE MARK

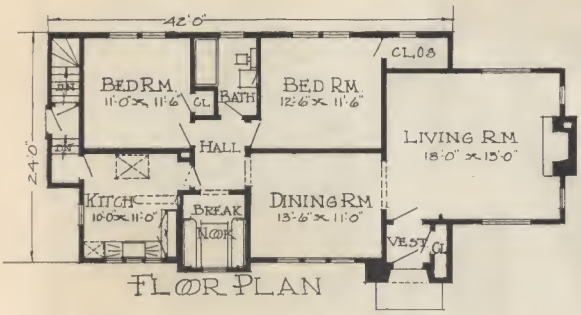
- Living Room
- Dining Room
- Kitchen
- Pantry
- Halls
- Closet
- Bed Room
- Bath and Lav.
- Porch
- Roof

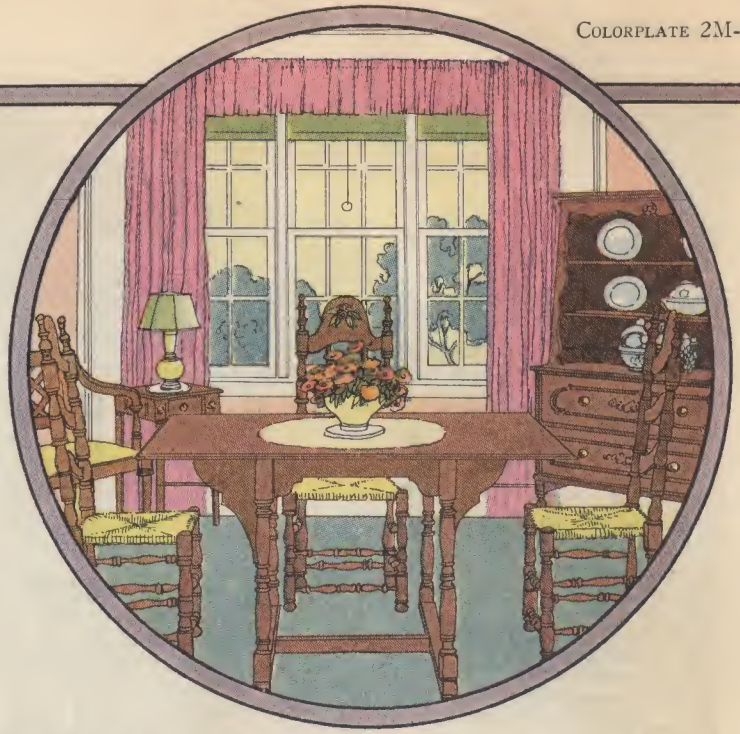



## Key to Equipment

1. Kitchen Cabinet
2. Refrigerator
3. Gas or Electric Range
4. Thermostat
5. Fireplace Throat and Damper
6. Medicine Case
7. Built-in Mail Box
8. Tub Shower
9. Efficiency Wardrobe

Weatherstrips
Storm Sash
Screens
Lighting Fixtures
Convenience Outlets
Electric Panel
Washing Machine
Clothes Drier
Coal Chute
Heating Plant
Oil Burner
Water Supply System
Hot Water Supply
Water Softener
Radiant Gas Heaters
Casement Windows
Dishwashing Sink
Automatic Cellar Drainer



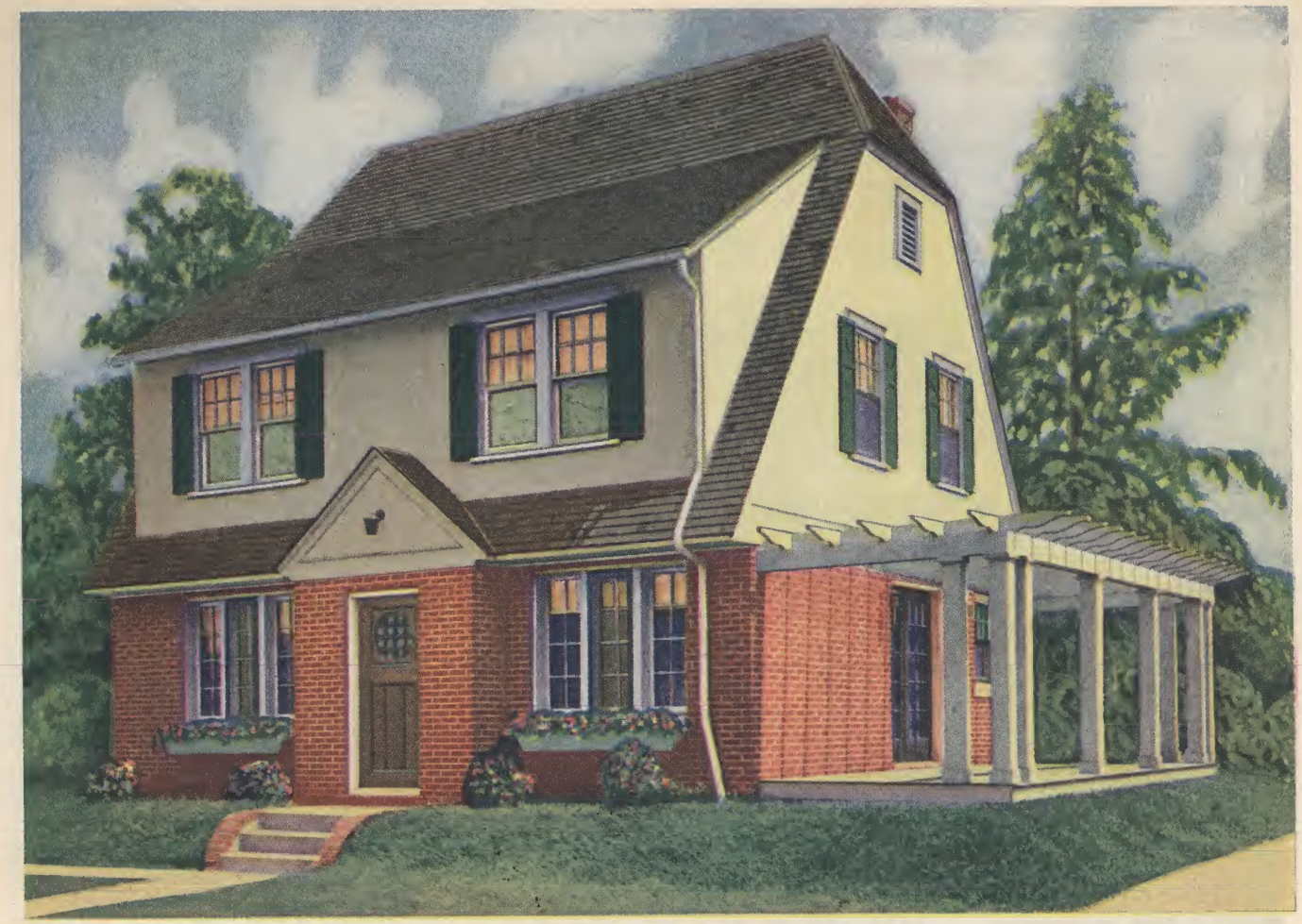
*The dining room pictured to the right is lighted by an interesting group of three windows divided into small lights.*

# *The* MONARCH

HERE is a home that would appeal to an artist because it not only has a decidedly artistic exterior but also going inside we find the living room is of a studio type with high ceiling and lighted by two immense windows. There are possibilities in the furnishing and decorating of such a living room that will intrigue the enthusiasm of any art lover.

Aside from the studio living room the balance of the design—dining room, breakfast nook, kitchen, two bedrooms and bath—is laid out in a very practical manner. A disappearing stair placed in the ceiling of the hall makes available the large attic space under the roof in the second floor.

Giant size shingles are used on the side walls and stained a pretty green. They contrast brightly with the orange colored roof.

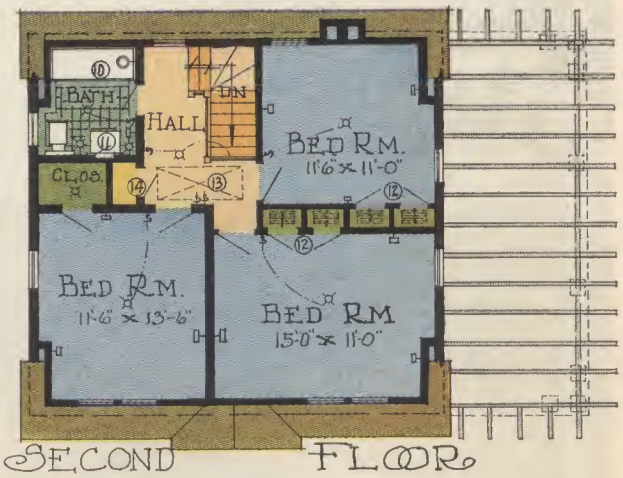


# *The* MONTCLAIR

BRICK for the first story with stucco in the gable ends and around the dormer give this little home a substantial, quality look. Six rooms and bath are arranged very conveniently as shown in the ColorKeeD plans below.

COLORKEED HOME PLANS
TRADE MARK

- Living Room
- Dining Room
- Kitchen
- Pantry
- Halls
- Closet
- Bed Room
- Bath and Lav.
- Porch
- Roof




## Key to Equipment

1. Ventilating Fan
2. Kitchen Cabinet
3. Gas or Electric Range
4. Refrigerator
5. Built-in Ironing Board
6. Thermostat
7. Bookcases
8. Fireplace Throat and Damper
9. Built-in Mail Box
10. Tub Shower
11. Medicine Case
12. Efficiency Wardrobes
13. Disappearing Stairs

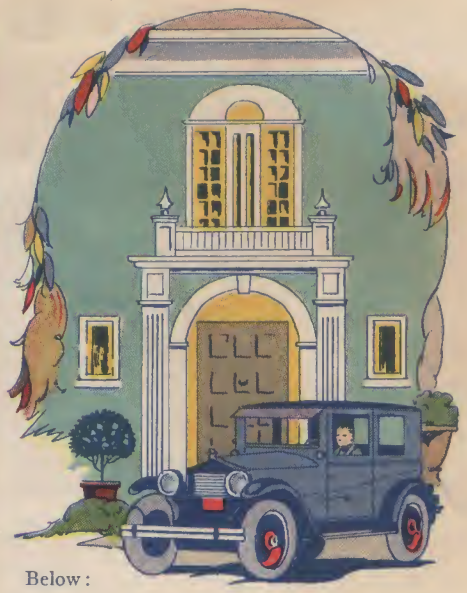
Weatherstrips
Storm Sash
Screens
Lighting Fixtures
Convenience Outlets
Electric Panel
Washing Machine
Clothes Drier
Coal Chute
Heating Plant
Oil Burner
Water Supply System
Hot Water Supply
Water Softener
Radiant Gas Heaters
Casement Windows
Dishwashing Sink
Automatic Cellar Drainer

# Decorative Possibilities *of* Colored Floors

TO left: There's many a dowdy little entrance hall that could be transformed by a pretty floor; and there are so many new and stunning tile linoleum designs to choose—quaint Dutch tiles in gray stone color, brick red, or warm tan, the soft mossy green inset tile, and the new marble block effects.

ABOVE: Think of the thousands of American homes furnished conventionally, and often wearisomely, in the prevailing monotone of brown! The blue linoleum floor has lifted this room out of the dull and commonplace.

WHAT could be smarter or more suitable for the sun porch than this marble tile linoleum floor with a surrounding border of plain black—giving double warmth and comfort.

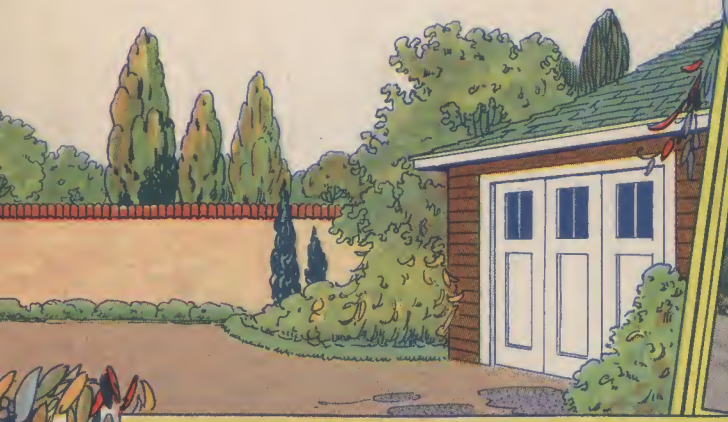


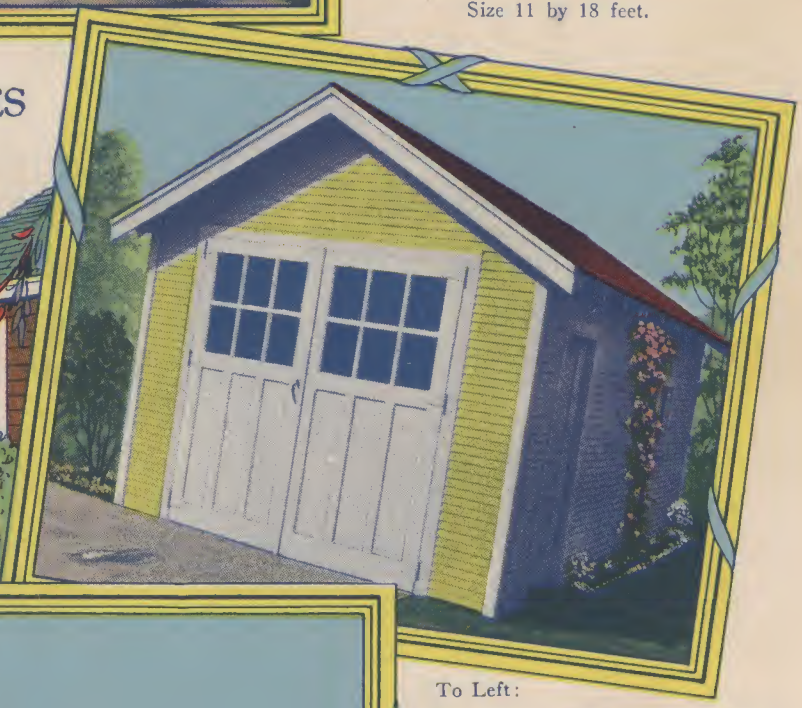
Below:

*The* GALVA GARAGE

Size 11 by 18 feet.

# Attractive Garages

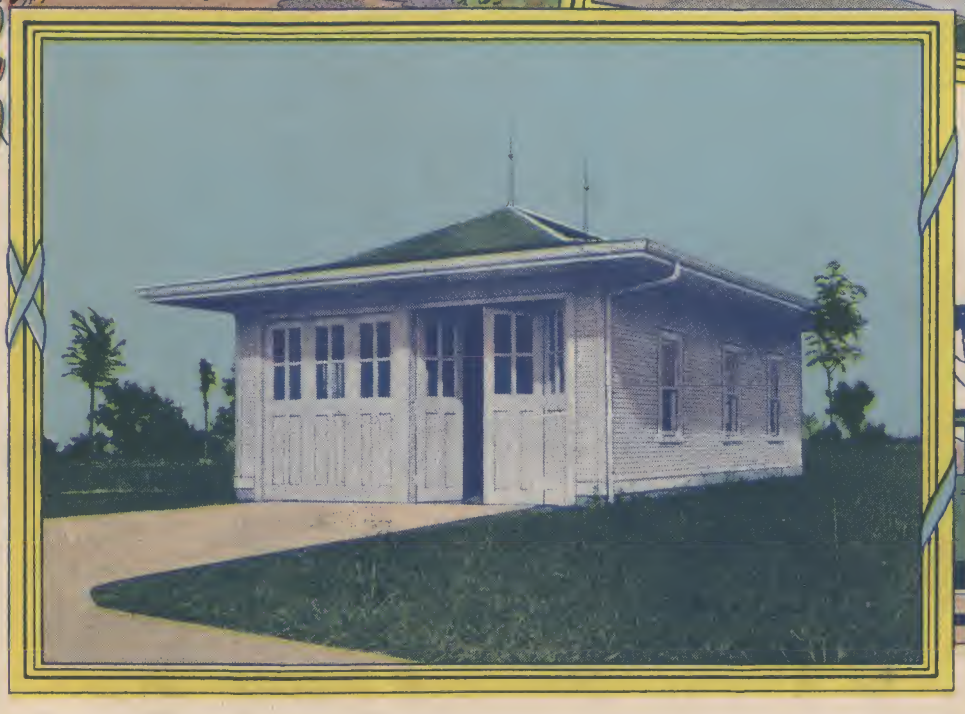




To Left:

*The* GIBSON GARAGE

Size 20 by 24 feet.



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